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Directory

MBIA Office: Michigan Boating Industries Association
8625 Richardson Road
Commerce Twp., MI 48390
734.261.0123
Fax: 734.261.0880

MBIA Staff:
Nicki Polan..... Executive Director
Tim Paul ..... Accountant/Office Manager
Bethany Sly…..... Director of Exhibitor Sales
Amanda Wendecker…..... VP of Marketing
Skylar Szymanski…… Administrative Support Specialist
Kelly Kerchoff …… Workforce Development Director
Brian Starrs……. Move- In Manager

Show Office: Located in the Hall B Show Office with access from the main lobby area or inside the show.
Suburban Collection Showplace
46100 Grand River Avenue
Novi, Michigan 48374
734.261.0123
www.noviboatshow.com

Exhibitor Space Sales: Bethany Sly: 734.261.0123 or 800.932.2628, ext. 2

MBIA Boat Show Advisory Committee:

Chair Pete Beauregard, Colony Marine Sales
Patti Smith, Silver Spray Sports
Paul Mitter, Wonderland Marine-West
Dave Wacker, Starr Docks
Amy Crouchman, Walstrom Marine
Amy Krueger Malow, Jefferson Beach Yacht Sales
Chris Anderson, Anderson's Boat Sales
Rob Davis, Club Royale
Tom Raguso, Sun Sport Marine
Tom Ervin, Walstrom Marine

Show Hours:

Thursday	February 4, 2027.....	2pm - 9pm
Friday	February 5, 2027.....	12pm - 9pm
Saturday	February 6, 2027.....	10am - 8pm
Sunday	February 7, 2027.....	10am - 5pm

Ticket Price: $15.00 for adults, $10 online; children 12 and under are free when accompanied by an adult.

Note: Show management will be located at Vibe Credit Union Showplace from February 1-7, 2027.

Check List/Due Dates

PLAN NOW! The checklist below has been designed to help you make sure that all necessary items are completed in a timely fashion. Add any special items that you require.

GENERAL ITEMS:

- □ Complete Exhibit Layout
- □ Select Literature for Show
- □ Select Exhibit Personnel
- □ Mail & Distribute Invitations & Promotional Material
- □ Hotel Reservations (if needed)
- □ Travel Reservations

EXHIBITOR FORMS & DEADLINES- SUBMIT ON THE EXHIBITOR PORTAL

- □ Final payment for space due December 15th, 2026
- □ Credentials Form
- □ Manufacturer Representatives
- □ Guest Tickets Form
- □ Insurance Certificate
- □ Directory/Web Info
- □ Rules & Regulations Acknowledgement

Exhibitor Forms Due
by January 5, 2027

EXHIBITOR FORMS & DEADLINES TO BE RETURNED TO THE FOLLOWING:
Note: Do not return these forms to MBIA; they go directly to the contractors below!

Vibe Credit Union Showplace **- Form due to Vibe Credit Union Showplace by February 1, 2027**

Exhibitor Parking Form

Art Craft Display *(Order in Advance & Save)* **All Forms due to Art Craft Display by January 20, 2027**

Credit Card Authorization
Rental Furniture Form
Carpet Rental Form
Drayage/Freight Handling
Lift Truck Service Form
Labor Order Form
Signs and Banners Order Form

BOCO Enterprises, Inc. *(Order in Advance & Save)* **Forms due to BOCO Enterprises by January 20, 2027**

Utility Order Form
Internet & Connectivity Form

Hotel Reservations

Hyatt Place at the Vibe Credit Union Showplace
46080 Grand River Avenue, Novi, MI 48374

- **Group Code:** G-DBS7
- **Room Rate**: $152 + tax

Individual attendees can make reservations for the event directly with the Hyatt Place at the Vibe Credit Union Showplace reservations at 1-800-233-1234 or by clicking here to book online.

All reservations must be accompanied by a first night room deposit, or guaranteed with a major credit card. Hotel will not hold any reservations unless secured by one of the above methods. ***Per your group contract, Cancellations must be received a minimum of (72) hours prior to arrival for a full refund. Cancellations received less than (72) hours prior to arrival will forfeit one (1) night room and tax.***

Reservations by attendees must be made on or before **January 4, 2027.**

GENERAL INFORMATION

RULES AND REGULATIONS

Exhibitors are requested to read in detail the Rules & Regulations of the Progressive Detroit Boat Show within this Exhibitor Manual. It is not the intent of the "General Information" section to restate all rules and regulations of the show but to highlight some key points of information.

KEY POINTS TO REMEMBER:

- There are high-lows available in limited capacity to lift boats from trailers. Please be sure to submit your Forklift Rental Form with Art Craft Display Company located in the online exhibitor manual to assure they can accommodate your request. To make arrangements for lifts greater than 4,000 lbs. please contact Bethany directly at 734-261-0123 x2.
- Move-in starts at **8:00am**, Monday, Feb 1st and continues all day Wednesday, Feb 3rd. Exhibitors will each receive a scheduled day and time. Boats can be marshaled to the site on Sunday but only to the East & West lots. Boats left in the South lot will be towed at your expense. Boats are left at your own risk. No security is provided.
- Exhibitors may handle the movement of their own materials; lay their own carpet and set-up ramps, docks, boats and displays on their own. Minimum labor crews will be available on site at exhibitor expense. (Please read "Move-In" instructions and set-up instructions)
- Ceiling height is 24' in ABC Halls, 40’ in Exhibition Center; East & West freight doors are 20' by 20' and north side freight doors are 14' (w) by 16' (ht). **All vehicles, materials and boats on trailers must clear door heights and widths**.
- No off-site marshaling yard is provided for boat/trailer storage, but a limited number of trailers can be stored in the northeast side of the east parking area.
- **NO BANNERS CAN BE HUNG FROM PERIMETER WALLS OR PILINGS; however, banners and metal, plastic, etc. signs may be hung only by authorized building personnel at exhibitor expense from the ceiling.** (See Sec. 8 of the Rules and Regulations)
- **USE ONLY HIGH QUALITY CLOTH-BACKED REMOVABLE CARPET TAPE ON EXHIBIT FLOOR - YOU MUST REMOVE ALL TAPE FROM THE FLOOR UPON DEPARTURE**. (Tape available for purchase at service desk) Exhibitors will be responsible for any floor damage or labor to remove tape or tape residue. (See Exhibit Design & Layout).

Absolutely no tape will be allowed on the walls & columns. Duct tape, plastic double-sided tape and masking tape are specifically prohibited. Helium balloons are allowed if they are part of your exhibit but are prohibited as handouts or giveaways.

- ***All Progressive Detroit Boat Show exhibitors must move out of the Vibe Credit Union Showplace exhibit area by 5pm Monday, February 8th, 2027, because of a large show that will be moving in immediately following our Progressive Detroit Boat Show. Because of this inconvenience, Suburban Collection Showplace will be providing free non secure Wireless Internet access** to all Progressive Detroit Boat Show exhibitors during the show, February 4-7, 2027. And VCUS will also provide security for the parking lots should boats, and/or display materials be left overnight on Sunday night for Monday pickup. All boats, trailers, and exhibit materials must be removed from the parking lot by Monday, February 8 at 5pm. Thank you for your cooperation in this challenging move-out situation.***
- ****Note- If you need secure internet access for sales transactions, etc. see Internet Order Form.***

- **Designated Exhibitor Parking & Entrance:** All exhibitors and show staff will be required to park in the NORTH & NORTHWEST parking areas and enter the building in the NORTH & NORTHWEST entrances ONLY. Park in legitimate, clearly marked, parking spaces only. (Entrances will be identified)

- Special parking passes at approx. 50% off can be ordered directly from Vibe Credit Union Showplace for the four-day show. (See Exhibitor Parking Form)

BADGES:

Order Due Date: January 5th, 2027, on Exhibitor Badge Form

Distribution: Sent by mail if submitted by January 14, 2027, or can be picked up at the show office at Suburban Collection Showplace.

Badge Allocation Formula

Total Square Feet	Number of Badges Obtained at no charge	Additional Number of Badges able to be purchased at $15 each.
100 - 500	4	2
501 - 1500	6	3
1501 - 2500	8	4
2501 - 4000	12	6
4001 - 5500	15	8
5501 - 7000	18	9
7001 - 9000	22	11
9001 - over	25	13

Procedure for exhibitor admission to exhibit halls with credentials:

- Exhibitors MUST enter through designated north & northwest entrances (Doors 1 & 7) with their credentials.
  If you do not have your exhibitor badge, you must obtain a badge prior to entering the hall at the show office with one form of identification.

- **Exhibitor badge must be presented each day for entrance to the show.**

Special Note:

- There is a $15 charge to replace a lost badge.
- Any misused or transferred badges will be confiscated by the MBIA. This will subject the Exhibitor and display to immediate removal from the show, and the cost of removal of his or her exhibit will be the sole responsibility of the exhibitor.

CLEANING CREWS & VACUUMING:

- Use your own staff or you may bring in your own contracted cleaning crews.
- Cleaning crews may enter the exhibit hall three hours in advance of the show opening time **if they have received advance approval and cleared this with security**.

Vacuuming:

- MBIA provides aisle cleaning nightly as well as trash removal during closing hours; however, exhibitor is responsible for vacuuming or sweeping their own exhibit area.

DECORATING/CONTRACTOR:

Provided by: ART CRAFT DISPLAY, INC., 46100 Grand River., Ste. B Novi, MI 48374
Phone: 248.380.0843 Fax: 248.380.0848

- Place your orders in advance by January 20, 2027, to reduce costs.
- Read the materials provided by Art Craft Display, Inc. in detail.
- Important details regarding move-in & move-out are located in the "Move-in / Move-out & Installation" section.

ELECTRICAL SERVICE:

Provided by: BOCO Enterprises, Inc., 46100 Grand River Ave., Novi, MI 48374; 248.348.5600, Fax 248.380.3005. BOCO Enterprises, Inc. form enclosed with manual.

- Place your order in advance by January 18, 2027 for cost savings.
- Proper code adherence is required.
- No zip cords, lamp cords, or two cord extensions.
- Three cord insulated extension system is required.
- Duplex system allows two (2) plugs per booth with no sharing between booths.

EMERGENCY PROCEDURES:

Medical Emergency:

- Call 911 and be prepared to direct emergency personnel to the location of the emergency.
- Contact Boat Show Security & Staff.

Other Emergencies:

- Contact security and boat show staff.

EXHIBIT DESIGN AND LAYOUT:

- No part of any boat, engine, trailer, dock, steps, walkway, signage, etc., may extend beyond or exceed the designated space allocation.
- Exhibits which exceed the boundary of the designated space will be moved at the exhibitor's expense.
- Exhibitor is responsible for assuring all walkways and docks are structurally sound, safe, accessible and secure, including providing handrails on all stairs. The Novi Fire Marshall and Novi Building Inspectors may close an exhibit if determined unsafe for the public
- Exhibitors are responsible within the boundaries of their exhibit(s) to adhere to the **American's with Disabilities Act** provisions.
- Locations of posts (60' on 60') in your exhibit space, if any, may vary, the design of your exhibit must be capable of adjusting to these variances; electrical power boxes may also be present. If electrical box is present, exhibitors must leave clearance to access and open the door.
- *Exhibitors may bring their own carpet, displays, furniture and carpet tape. Only use high quality, cloth backed removable carpet tape. (Available for purchase at the Service Desk)
- **Exhibitors must remove all tape at time of move-out. You will be responsible for damage as well as labor to remove tape or residue caused from your tape.**
- The use of office trailers is discouraged; however, Exhibitors wishing to use office trailers must exhibit trailers in a space located on the perimeter walls of the Show and be subject to review and approval by the MBIA.

FIRE PREVENTION & INSPECTION:

- Adhere to City of Novi and Suburban Collection Showplace fire regulations.
- City of Novi Fire Department personnel inspect exhibits and have the authority to close an exhibit should a hazard exist.
- Exhibit materials must be flame resistant and constructed of materials that comply with NFPA Life Safety Code 101, Chapter 8-4.4.3.4.
- **IMPORTANT**- do not block or obstruct any fire hoses, fire extinguishers, fire pull and alarm boxes or emergency exits with your display or merchandise. There must be 2ft of space between all fire extinguishers. Helium balloons are not allowed, if provided to attendees; however, they can be part of your exhibit.
- No materials, shrink wrap or boat covers of any kind can be stored under the docks, per the Novi Fire Marshall

FOOD & BEVERAGE SERVICES:

- Absolutely NO OUTSIDE ALCOHOLIC BEVERAGES of any kind are permitted inside the building.
- Exhibitors are not permitted to bring in, distribute or sell food or drinks, unless it is ordered through BoCo Enterprises or approved by the Food Services Director at 248.662.0114.

INSURANCE REQUIREMENTS:

Exhibitors are required to have comprehensive general liability coverage, including premises, operations and contractual liability coverage and property damage liability from 2/9/26 – 2/16/26 (move-in, show dates & move-out:

$1,000,000 personal injury liability
$1,000,000 property damage liability
$100,000 statutory worker's compensation with employer's liability

MBIA and Suburban Collection Showplace must be listed as additional insured.

Send your insurance certificate by January 8, 2027.

Special Note: A copy of the exhibitor's insurance certificate and endorsement page must be on file with the MBIA prior to move-in. (Certificates on file for The Metro & Novi Boat Show DO NOT apply to The Progressive Detroit Boat Show!) Exhibitors will not be allowed to enter the hall without it.

PHONE SERVICE:

Provided by: BOCO Enterprises, 46100 Grand River Ave., Novi, MI 48374; 248.380.3000, fax: 248.380.3005. BOCO Enterprises form will be available on detroitboatshow.com, under "exhibitors" with all other contractor forms.

PROMOTE THE SHOW:

Contact: Amanda Wendecker at the MBIA
734.261.0123, ext. 3 or 800.932.2628 or awendecker@mbia.org.

- Send information on new and exciting products or services, including press releases & photos as soon as available.
- Sign up for sponsorship and promotional opportunities.
- Include in your advertising your participation in the Progressive Detroit Boat Show, including dates.
- Promote the show to your client/mailing list.
- Use the MBIA and Progressive Detroit Boat Show logos and banner ads in your print media advertising and website.
- Visit www.detroitboatshow.net for resources.

SECURITY:

Includes:	Security officers will be on duty 24 hours per day inside the facility. Every attempt will be made to protect the property and safety of exhibitors and show attendees.
Exhibitors must:	* Make all reasonable efforts to protect your property and valuables. * Have property insurance protection against fire, damage and theft. * Place small merchandise in locked boxes.
If loss occurs:	Make report immediately with security personnel and fill out a police report with the details.
For security reasons:	* Exhibit halls will be closed promptly one hour after the show closes and will not re-open until one hour prior to the show opening.

* Absolutely no one will be admitted during closed times except cleaning personnel. They will be allowed in the exhibition hall up to three hours prior to show opening with advance approval and proper documentation from the show office.

SHOW OFFICE:

Location: **"B" Hall Show Office**; Access show office from the pre-function (foyer) area outside of Expo Hall B, or from inside the show.

Services: Exhibitor inquiries and transactions; exhibitor badges. Special admission tickets; and general show business.

Managed by: MBIA Staff: 734.261.0123

Dates of Operation: February 4 - February 7, 2027

Hours Open:

During Mon - Wed move-in only	8:30am – 4:30pm
During Show Days	Open 1 hour prior to show opening
	Closed 15 minutes after show closes

Move-in Staff: Bethany Sly, *Director of Exhibitor Sales* & Brian Starrs, *Move In Manager*
Handle exhibitor space sales, exhibitor problems, and incidents.
Office: Contact through main show office or contact at 734.261.0123, ext 2.

Show Operation Issues: Bethany Sly, Nicki Polan, and Brian Starrs
Handle all move-in/move-out related issues.
Office: Contact through show office.

ADVANCED WAREHOUSE SHIPMENTS:

Advanced Warehouse shipments will be accepted from January 5th through February 3rd. Freight **Handling fees will apply for all shipments received by ArtCraft; no fee if you take delivery**. Warehouse receiving hours are from 8:00 a.m. to 4:30 p.m., Monday – Friday. If required, provide your carrier with this phone number (248) 380-0843.

Advanced Warehouse Shipping Address:
Exhibiting Company Name / Booth #
Progressive Detroit Boat Show
C/o Art Craft Display, Inc.
46100 Grand River Ave., Ste B
Novi, MI 48374

ONSITE SHIPMENTS

Onsite shipments will be accepted during move-in hours. Freight Handling fees will apply for all shipments received by ArtCraft; no fee if Exhibitor accepts the delivery themselves.

Onsite Shipping Address:
Exhibiting Company Name / Booth #
Progressive Detroit Boat Show
C/o Art Craft Display, Inc.
46100 Grand River Ave.
Novi, MI 48374

Consolidate your shipments to save separate minimum charges. The minimum charge is 200 lbs. per shipment.

SIGNS & BANNERS:

- **No signs or banners of any type can be hung from perimeter walls.** Banners and metal, plastic, etc. signs may be hung from the ceiling and support pilings by authorized personnel. (See Sec. 8 of Rules and Regulations)
- **Signs mounted on the floor must not be higher than 8 feet** (deviations from this rule require approval from the MBIA). All signs must have MBIA approval before installation.
- Easel-type signs may not exceed 2' x 4'.
- Exhibitors cannot affix signs, etc. with pins, staples or other means to drapery supplied by the MBIA.

SPECIAL ADMISSION TICKETS: ***This process is subject to change.***

Each Exhibitor will receive their free co-promotion tickets for exhibiting in the 2027 Progressive Detroit Boat Show either by mail or hand delivered in mid-November, and 1 promo code sent via email, to order additional exhibitor discount tickets. Please see list below for the quantity of free co-promotion tickets exhibitors will receive based on space size if contracted prior to Oct. 31st, 2026:

Exhibit Size (In Feet)	# Free Tickets	Actual Value of Promotion (up to)
100 ≤ 200	30	$450
201 ≤ 400	46	$690
401 ≤ 700	62	$930
701 ≤1,000	93	$1,395
1,001 ≤ 2,000	154	$2,310
2,001 ≤ 4,000	184	$2,760
4,001 ≤ 7,000	307	$4,605
7,001 ≤ 10,000	614	$9,210
> 10,000	1,075	$16,125

If contracted after Oct. 31st, 2026 you will receive 30 free co-promotion tickets.

To purchase additional tickets for consumers, exhibitors receive a discount on online tickets. Each Exhibitor will receive a promo code by December 2026, that can be utilized. To use the promo code for go to the Detroit Boat Show Ticket page

https://boatmichigan.org/detroit-boat-show/, select the quantity of tickets to order, enter promo code and checkout. Exhibitors will have the option to email, print, or text the tickets to/for their customer.

Important:

1. Exhibitors have been allowed a limited number of discount tickets based on your space size. If you need to purchase additional tickets, please contact Tim Paul to apply for an exception.
    a. Booths – 50 discount tickets
    b. Bulk – 250 discount tickets
2. Be sure you do not share this promo code with others. If reporting shows outside usage of this code, you will be charged the full ticket price for all tickets.
3. We advise that exhibitors purchase and print additional tickets through the ticket website with their promo code ahead of the show, as you will not be able to print discounted tickets at the Show Office. Tickets can also be transferred to customers via text and email. Any unscanned tickets will be refunded after the show.
4. Exhibitors with preprinted tickets can leave tickets at Will Call for their customers.

Special Admission Tickets cannot be sold by the exhibitor. They are to be provided by the exhibitor complimentary to their customers.

Move-In Instructions

MOVE-IN DATE & TIME:

***IMPORTANT:** Move**-in will start on Monday, February 1st 2027 at 8:00AM**. However, exhibitors can bring boats down to be stored at the Suburban Collection Showplace starting Sunday, January 31st after 6pm, but this is at your own risk. There is no security provided. These boats must be stored in the far, West gravel lot only. Boats left in the East or South lot will be towed.

* You must adhere to your move-in time and date.
* Requests for a change in time and date in advance of the start of move-in must be approved and confirmed with the boat show operations manager.
* If you miss the designated move-in time which results in other exhibitors needing to be moved to accommodate your late arrival or causes a move-in delay resulting in additional costs for the boat show, you will be billed accordingly.
* All shipments may arrive no more than one month prior to the start of the show (pg. 7 of General Information).

NO MOVE-IN ALLOWED IF:

* Products are not **new 2027 & 2026 model year boats and vessels** (Current and non-current models may be displayed if they have not been previously titled/registered).
* There is any balance due on your exhibit space. (Cleared funds will be required - cashier's check or money orders; no personal or corporate checks will be accepted!) Contact Tim Paul at 734.261.0123 (Ext. 1), should you have any questions.
* Certificate of insurance for the proper insurance coverage and **naming MBIA as "an additional insured"** is not on file.

IMPORTANT:

***CEILING HEIGHT IS 24'**. EAST AND WEST FREIGHT DOORS TO THE EXHIBITION HALL ARE 20' BY 20' AND FREIGHT DOORS ON THE NORTH SIDE ARE 14' (w) AND 16' (Ht). CHECK WITH MOVE-IN CREW PRIOR TO ENTERING EXHIBITION HALLS. REMOVE VEHICLES AND TRAILERS IMMEDIATELY AFTER UNLOADING.

*MBIA will be providing 50 Ton and 15 Ton Crane operators for the 2027 Detroit Boat Show as we normally do. We will not have Union Crews to walk with the cranes, place the lifting straps, and act as counterweights as the boats are lifted and placed. **Exhibitors will be required to bring their own employees to perform these tasks.**

PREPARATION:

* Have all your exhibit materials ready to unload at one time.
* Have your display and materials as completely assembled as possible in advance before entering the doors to the hall.

MOVE-IN PROCEDURES:

* There is no Marshalling yard off-site for boat and trailer storage; move-in and out will be conducted on site.
* No vehicles or boats may be left in Vibe Credit Union Showplace parking lots overnight. Security will only be provided inside the Hall.
* Move-in doors will be identified for move-in traffic only.
* Please adhere to directions from the move-in crew regarding ingress and egress.
* Please review the attached map showing the door entrances/exit as well as the traffic pattern.
* All **exhibitors must** check with the move-in staff at the overhead doors to Vibe Credit Union Showplace for instructions.

WARNING- without clearance, you and your vehicles, etc., will not be allowed to enter the hall.

INSTALLATION & SET-UP:

* You may completely set-up your display on your own including laying carpet. There will be a limited number of labor personnel on site to be used at the discretion of the Operations Manager. You may hire, at your expense, additional labor from Art Craft Display Company.
* Have someone of authority representing you at all times at your exhibit space to supervise placement of your boats and exhibit materials.
* Exhibitor vehicles and equipment must be unloaded and removed from the hall immediately. The MBIA, at its discretion, has the right to move a vehicle or equipment, or have it towed at the owner's expense.
* Deliveries will be accepted only at your assigned date and time.
* No delivery will be accepted before 8:00am or after 4:00pm.

IMPORTANT:

CEILING & DOOR WIDTHS:

* **Ceiling heights are 24 ft.** maximum height, and 40 ft. in the Exhibition Area.
* **East and West doors are 20' by 20' and north freight doors are 14' by 16' (ht).**

CARPETING:

* The MBIA highly recommends that you have plastic installed over your carpet to protect it from tears and soil damage; it is impossible to ensure no damage to carpet as a result of both equipment and personnel moving throughout the hall. It is an inherent risk during set-up and breakdown. The MBIA and Vibe Credit Union Showplace will not be responsible for carpet damage as a result of move-in and move-out activities.

STORAGE:

* Limited exhibit hall storage space is available.
* Crates, cartons, etc. may be stored at no extra cost in designated storage areas.
* These areas will be open one hour before the show opens and closed one-half hour after the show closes for access by exhibitors.
* The Fire Marshall prohibits boat covers from being stored under boats and under docks.

Move-Out Instructions

MOVE-OUT DATE & TIME:

*** Exhibitors are REQUIRED to move out of the exhibit hall by 5pm Monday, Feb 8th, 2027;** boats may be left in the parking lot Monday night but all exhibits, boats and trailers must be removed from the hall. Because of this, security will be provided in parking lots by VCUS on Monday night and you may leave products in the lots to be picked up no later than 4:30pm on Tuesday, February 17th.

* Consumers pay to see an entire show. Those exhibitors who are discovered dismantling their display prior to 5:00pm Sunday may face the loss of their next year's space reservation.

* **The parking lot must be completely empty by 4:30 PM Tuesday, February 9th, 2027.** Anything which still remains, for whatever reason, will be removed at the owner's expense and the MBIA, Suburban Collection Showplace and other related organizations are not responsible for exhibitor's property. Please help Suburban Collection Showplace and have your display and boats out of the exhibit hall on time.

* **No shrink wrapping** will be allowed in the exhibit hall due to fire prevention considerations and move-out delays.

Other important information regarding move-out:

- All doors will be open for move-out starting at 5:00pm.
- Art Craft Service desk will be set up by 4pm to take forklift orders – get your name on the list.
- Parking attendant is pulled at 4pm so no parking passes needed for those coming to pick up boats.
- There is no move-out order, but for obvious reasons we want people in the back of the hall to move-out quickly. Those in the front of the hall should breakdown but wait until there is clear path to exit. We do not want to jam up the aisles.
- Absolutely nothing can go out the front doors of the Vibe Credit Union Showplace.
- MBIA's crew: Brian Starrs and Bethany Sly will coordinate the move-out starting at 5pm and assisting Art Craft staff to help where needed. They will be on blue carts.

As always, we thank you for exhibiting and for your help making this a smooth move-out process.

- Your MBIA Staff

PROGRESSIVE DETROIT BOAT SHOW February 4-7, 2027 Formerly Suburban Collection Showplace

Rules & Regulations for Exhibiting

The Progressive Detroit Boat Show ("Show") is owned and produced by Michigan Boating Industries Association ("MBIA")

8625 Richardson Rd., Commerce Twp., MI 48390; Phone: 734.261.0123; 800.932.2628; Fax: 734.261.0880

Web site: www.mbia.org; E-mail: boatmichigan@mbia.org

1. PERMISSIBLE EXHIBITS: Only products and services identified on the Application & Contract for Exhibit Space and approved by the Michigan Boating Industries Association ("MBIA") are authorized to be displayed at the Progressive Novi Boat Show ("Show"). Exhibitors shall display only new 2027, 2026 model year boats and vessels. Exhibitor shall provide the MBIA with Manufacturer Statement of Origin or other substantial proof of said model years at MBIA's request. All displayed products shall be exhibited by current manufacturer-authorized dealers, authorized to sell 2027 models of that manufacturer. Exhibitors who violate the rule on permissible exhibits are subject to a fine and the cost of removal of these products. Any 2025 or prior year products discovered in the Exhibit Hall, not in accordance with the terms of the Application & Contract for Exhibit Space, may be removed at Exhibitor's expense and, since the parties recognize that it is practically impossible to determine the actual damage that would result if Exhibitor breaches this provision, Exhibitor agrees to pay to MBIA the sum of U. S. $1,000 for each violation as liquidated damages. The ratio of new to new/non-current boats displayed may change at the sole discretion of MBIA.

2. PERMISSIBLE ACTIVITIES: Each Exhibitor recognizes that the Show is an opportunity to showcase products and promote the industry, as well as an opportunity to sell products. Exhibitors shall be respectful of other Exhibitors' display areas and products. Exhibitors are prohibited from soliciting business in the aisles, other public spaces, or in another Exhibitor's Exhibit Space. We request Exhibitors also refrain from entering other exhibits, taking pictures of competitive products, using competitor exhibits for employee orientations or training during the Show, or otherwise causing any disruptions during the Show. In order to grow our industry, Exhibitors must work together to maintain the highest standards of excellence and professionalism not just with the consumer, but also with other Exhibitors.

3. PRODUCTS TO BE EXHIBITED: Exhibitor shall specifically identify all products to be displayed in the space provided on the face of the Application & Contract for Exhibit Space. Any products not so listed or submitted to the MBIA for written approval at least thirty (30) days prior to the opening date of the Show, may be removed from the Show at Exhibitor's expense. A limited number of new sport utility vehicles, cars and sport trucks may be part of an exhibit, provided there is prior written approval from the MBIA 30 days in advance of the Show, which approval shall be at the sole and absolute discretion of the MBIA. Except as provided herein, all vehicles, trucks and automobiles are prohibited from display or exhibit. MBIA sponsorship packages may include exclusivity agreements which will prohibit exhibits displaying products or services, including but not limited to sport utility vehicles, cars or sport trucks, other than those produced or marketed by the sponsoring organization. Products not actually exhibited within the Show shall not be represented by models, photographs, or any other means of graphic representation except that color photographic displays of Exhibitor owned used boats will be allowed to a maximum size of two (2) feet by four (4) feet easel-type. In the event that a product is not physically displayed at the Show by another Exhibitor, Exhibitor, if authorized to sell that product, may utilize signage indicating that Exhibitor is an authorized dealer for that product. The MBIA may, at any time, require Exhibitor to produce written evidence satisfactory to the MBIA that Exhibitor has the authority to sell all products to be exhibited. All products for which Exhibitor fails to provide such satisfactory written evidence upon request are prohibited from display or exhibit and shall be removed from the Show at Exhibitor's sole expense.

4. CONSTRUCTION OF EXHIBITS:

a. Maximum back wall height permitted for any booth exhibit shall be eight (8) feet high plus a maximum of two (2) feet for signs; however, if a booth exhibit is positioned whereby the back wall of the booth serves as a side wall to another booth exhibit, the height can not exceed three (3) feet without approval in writing from the MBIA at least thirty (30) days in advance of the Show.

b. Exhibitors shall be required to finish and decorate both sides of party walls of a booth exhibit in cases where neighboring Exhibitors have an open display. The MBIA shall have the right to finish and/or decorate any unfinished partitions, walls, cradles, trailers or backs of signs which are visible to the public and to charge for the cost of said work to the Exhibitor.

c. No constructed walls enclosed within a bulk space may exceed three (3) feet in height unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening. This includes office trailers.

d. Exhibitor shall not drive nails, hooks, tacks, screws or other devices into any part of the facility or affix matter thereto by paste, tape or adhesive or alter the facility in any respect. No damage of any nature whatsoever shall be done to the booth structures or to any part of the Exhibit Hall, and the Exhibitor shall be held fully responsible in the event that said damage does occur from whatever cause.

e. Crepe paper, bunting, tissue paper or corrugated paper shall not be used as background, decoration or trim in any exhibit.

f. No constructed walls may be erected in bulk floor spaces to separate adjoining Exhibitors unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening.

g. Construction of a raised deck over all or a portion of the Exhibitor's exhibit space must have the written approval of the MBIA 60 days in advance of the move-in of the Show. Plans must be designed and certified for such use by a qualified licensed engineer (certification shall be supplied to MBIA upon request) and approved by Vibe Credit Union Showplace management after being authorized by MBIA. An additional exhibit space fee determined by the MBIA may be applicable for raised decks.

h. Maximum side wall height for booths shall be three (3) feet for a minimum distance of six (6) feet from the front corner, unless plans therefore have been approved in writing by the MBIA at least thirty (30) days in advance of the date of the Show opening.
i. The use of office trailers is discouraged; however, Exhibitors wishing to use office trailers must exhibit trailers in a space located on the perimeter walls of the Show and be subject to review and approval by the MBIA. Trailer placement must be parallel to perimeter wall. Exhibitor and/or Manufacturer semi-trailer/truck displays also will be authorized only on the perimeter walls of the exhibition hall.

j. Exhibitor is responsible for assuring all walkways and docks are structurally sound, safe, accessible and secure, including providing handrails on all stairs. The Novi Fire Marshall and Novi Building Inspectors may close an exhibit if determined unsafe for the public

k. Exhibitors are responsible within the boundaries of their exhibit to adhere to the Americans with Disabilities Act (ADA).

5. BOAT DISPLAYS: To ensure a timely move-in and out, the Show encourages exhibitors to displayed boats on boat trailers, unless easily unloaded by Exhibitor's mobile hydraulic lift equipment. Limited lifting equipment will be available within the hall by the Show's decorator and must be contracted and paid for directly by the Exhibitor. No lifting service is provided by the Progressive Novi Boat Show Management.

6. BOATS AND BOAT TRAILERS: Boats and trailer tongues and wheels are not permitted to extend beyond the boundaries of the Exhibitor's rented space. Exhibitors found with boats or trailers beyond the borders of their booth are subject to removal of that boat and/or a fine of up to $1,000 per occurrence. In addition to this being a violation of space contracted for, it is also a safety hazard. The Exhibitor agrees to decoratively identify and cover all tripping and overhead obstacles such as stern head fittings and stern drop anchors, trailer tongue stands, loose wheels and hubs, to the satisfaction of the MBIA with drapery, paint, foil, or other decoration acceptable to the MBIA. Milk crates, concrete blocks or other construction materials are prohibited unless so decorated.

7. FIRE PREVENTION:

a. All materials utilized in connection with an Exhibitor's exhibit or display area must be treated with a flame retardant and be made fireproof prior to the date of the opening of the Show.

b. All boats, vehicles, and equipment exhibited in the Exhibit Hall shall have all fuel removed and batteries disconnected and taped prior to entry into the Exhibit Hall. Special display or demonstrator vessels and vehicles must be void of all fuel with tanks sealed with a locking type gasoline cap and purged.

c. Smoking is prohibited in the facility at all times.

d. Fire fighting and emergency equipment shall not be blocked or obstructed under any circumstances.

e. Liquid propane tanks or any flammable materials are prohibited.

f. No materials, shrink wrap, or boat covers of any kind can be stored underneath docks per the Novi Fire Marshall.

g. Building fire extinguishers must remain accessible.

8. SIGNS: NO SIGNS OF ANY TYPE WILL BE HUNG FROM SUPPORT PILINGS OR PERIMETER WALLS:

All signs must be made of inflammable materials and are subject to the written approval of the MBIA prior to move-in. (Note sign limitations specified within these Rules and Regulations.) Signs that, because of the inferior quality of material or workmanship, are deemed by the MBIA to detract from the dignity of the Show or signs that block the perimeter of the Show, and Vibe Credit Union Showplace signs and graphics, shall be prohibited in the sole discretion of the MBIA.

a. Hanging/Banner Signs: Exhibitors may have banners and metal, plastic, etc. signs hung from the ceiling by the Show contractor in accordance with Vibe Credit Union Showplace guidelines within the perimeter of the exhibit space, and the cost to install and remove these signs are the full responsibility of the Exhibitor. Hanging signs/banners are only allowed over bulk space exhibits. Signs and banners, must remain within the space boundary and must be set at least 10 feet off the aisle. Signs and banners may not contain or allude to discounts or prices. Hanging signs/banners cannot exceed 10'0" in height and 2,000 lbs. in weight. Exhibitors are required to oversee the hanging of signs by contractor. There can be no double hung (one banner above the other) banners unless you are against the wall. Interior banners must be double sided and cannot block the perimeter of the show.

i) Banners hung from the ceiling must be at least 10 feet inside the perimeter of your space and cannot hang across aisles which divide your spaces. If you are located in a perimeter space, then this rule does not apply to the wall side of your exhibit. Banners cannot hang below 10ft from the ceiling in Halls A, B & C. Banners cannot hang below 16 feet from the ceiling in the Event Center (new hall). So, for example, if your banner is 8ft high it must be hung no more than 2ft from the ceiling in Halls A,B,& C and no lower than 8 feet in the Event Center. Again, there are no restrictions for those along the show perimeter if banners are hung parallel to perimeter of wall. Show management reserves the right to disallow any banner which detracts from the professionalism of the show and/or excessively blocks another exhibitor.

b. Pricing Signs: MBIA has no interest in the prices at which the exhibitors are willing to sell their products but is interested in maintaining a high standard in displays and presentations. To ensure the maintenance of this standard, it is suggested that an exhibitor display only one (1) Official Boat Show price per item.

Signs should meet the following requirements:
i) Pricing signs may not exceed the maximum size of 18" x 23".
ii) Price decals and price stickers on boats are not allowed.
ii) All price signs displayed on boats or equipment must be quoted F.O.B. Metro Detroit.
iii) Reduction from the retail price will be permitted as a "Boat Show Special"; however, a quoted F.O.B. Metro Detroit price must be shown if a "Boat Show Special" price is listed.

c. **Easel-type signs** shall not exceed two (2) feet by four (4) feet.

d. No decorations or signs shall be placed or attached on building walls and ceilings by nails, tacks, screws, wire or adhesive tape without approval by MBIA and Vibe Credit Union Showplace. No Exhibitor may pin, staple, or otherwise affix signs, photographs, display materials or any other type of advertisement or material whatsoever to pipe and drape supplied by the MBIA. Any damages incurred as a result of violating this provision shall be charged to the Exhibitor.

e. A manufacturer's illuminated logo or product identification sign may be utilized if within the boundaries of the exhibit space.

f. Signage must be professionally and securely built and hung from the ceiling and/or floor mounted on stands or stanchions and secured in such a way to prevent said signs from falling and tipping over. If electrical, sign must conform to electrical codes required by Vibe Credit Union Showplace.

g. No signs of any type whatsoever shall exceed eight (8) feet in height from the floor and three (3) feet in width, unless specially approved by the MBIA. Feather banners may be higher than 8 feet, but no wider than 3 feet.

h. Stickers and decals are prohibited everywhere in Vibe Credit Union Showplace; Stickers and decals showing company name and brand information are allowed on boats located on the show floor; Price decals and price stickers on boats are not allowed. Vibe Credit Union Showplace must approve use of helium balloons.

i. Laser type signs are permissible, but display may only appear within the boundaries of the Exhibitor's booth, which is defined by the exhibit floor space and vertically up to the ceiling. Laser signs may appear on the wall space adjacent to an exhibitor only if that exhibitor has contracted for space directly across from and right up to the aisle which runs along the directly adjacent wall and is limited to the width of the exhibitor space along that wall.

Any Exceptions to these rules must be approved by show management.

9. PUBLIC ADDRESS SYSTEMS, PICTURE PROJECTORS, MUSIC, SALES TAX, ETC.:

a. No public address system shall be used in any exhibit without the prior written approval of the MBIA.

b. The operation of sound picture projectors, radios, stereo equipment, computers or any other equipment or mechanical device which may in the sole discretion of the MBIA interfere, annoy or otherwise disturb other Exhibitors shall not be permitted.

c. Music, either prerecorded or live, is strictly prohibited unless the Exhibitor has a music licensing agreement between the Exhibitor and the appropriate music licensing agency or agencies and pays appropriate fees. The MBIA will require proof of licensing and must approve music thirty (30) days prior to the Show. Notwithstanding the above, the MBIA reserves the right to prohibit all music during the Show.

d. Exhibitor is responsible for collection and remittance of appropriate MI Sales/Use Tax on sales conducted at the Show.

e. Alcoholic beverages shall not be brought into the exhibition hall and are subject to confiscation.

10. UTILITY SERVICE: Alternating current is available throughout the exhibit area (120 volts, 60 cycle), plus additional power needs can be arranged. All requests for the use of utilities must be approved by Vibe Credit Union Showplace's preferred electrical contractor and said expense shall be the sole responsibility of the Exhibitor. The MBIA will not be responsible for any special lighting expense. All electrical wiring and equipment shall meet the code requirements of the City of Novi.

11. EXHIBIT CARE:

a. Exhibits shall be clean and orderly at the time the Show opens and shall be so maintained throughout the entire Show.

b. An authorized representative of the Exhibit or the Exhibitor must be physically present in the Exhibitor's booth or at the Exhibitor's display area at all times during the hours that the Show is open.

c. The space rented herein shall be subject to inspection by the MBIA after the Exhibitor removes materials at the conclusion of the Show and said space shall be clean and in good condition at the time of said inspection.

d. A permit shall be required for any and all materials removed from the Exhibit Hall or display area at any time during the Show. Permits may be obtained at the Show Office.

e. Exhibitor shall be responsible for any damage, caused by his or her staff member's negligence, to the exhibition hall or the Vibe Credit Union Showplace.

12. MOVING VEHICLES: The use of all artificial means of personal transportation, motorized or otherwise, is strictly prohibited in the Exhibit Hall at all times, whether for transportation, demonstration or otherwise, including but not limited to Segways (or other similar devices), vehicles, bicycles, scooters, roller blades, one wheels, etc. Exceptions to this rule are for physically handicapped persons using wheelchairs, children in strollers, and golf carts and commercial vehicles operated by personnel specifically authorized by MBIA.

13. EXHIBITOR PARKING: Exhibitors must park in designated parking locations; otherwise, Exhibitor's vehicle may be towed at the owner's expense.

14. RESPONSIBILITY FOR EXHIBITOR'S PROPERTY: Plain Clothes and/or Uniformed Guards shall be on duty twenty-four (24) hours a day during the duration of the Show but it is understood that the Exhibitor shall be solely responsible for providing protection for the Exhibitor's property and any miscellaneous items in the Exhibitor's booth or display area and Exhibitor agrees to provide and bear the sole responsibility for a lock box for such personal property and miscellaneous items. Exhibitor agrees to provide at its sole expense insurance protection against fire, damage, and theft to said personal property, miscellaneous items or materials utilized in connection with Exhibitor's exhibit or display area, marshalling areas and parking lots. MBIA provides event security and assists in determent of theft and damage whenever possible. Additionally, exhibitors are encouraged to keep valuables locked up and out of site

whenever possible. Each exhibitor is required to have appropriate insurance coverage when exhibiting at MBIA produced boat shows to provide for any theft, injury, and damages, etc. MBIA Show Management does not support a policy for reimbursement for any loss or damages.

15. EXHIBITOR'S CREDENTIALS: Credentials will be issued in accordance with the Exhibitor Manual distributed prior to the Show. Any misuse of credentials will subject Exhibitor to the confiscation of his or her credential. Excessive abuse by an Exhibitor's staff will subject Exhibitor and his or her display to immediate removal from the Show and the cost of removal will be the sole responsibility of the Exhibitor.

16. PROHIBITION AGAINST TRANSFER OF SPACE AND SUBLEASING: The rights, duties, and obligations provided under the Application & Contract for Exhibit Space are exclusively Exhibitors. The subleasing, assigning, apportioning or any transferring of whatsoever nature of the space reserved herein, or any portion thereof, is prohibited without the express written consent of the MBIA. This applies to all entities whether they be for profit, non-profit, and whether they are selling or not selling products and/or services. b) Applicant agrees not to allow use of any portion of the assigned space for another individual or company that is auxiliary to, related to or secondary to the applicant. c) Applicant agrees to not intentionally misrepresent the true nature of the use of any portion of the assigned space. Any successor or assignee of Exhibitor shall have no right to exhibit without the express written consent of the MBIA.

17. MOVE-IN AND MOVE-OUT: Exhibitor's products and materials to be utilized in connection with Exhibitor's exhibit or display area shall be delivered to the Show premises only on the assigned move-in day. Exhibitors utilizing a common carrier or other means of transportation requiring unloading shall arrange for and be solely responsible for the cost of said services. All dismantling and removal of exhibit material shall occur in accordance with the terms of the Exhibitor Manual. When dictated by the Vibe Credit Union Showplace, event schedules may require Exhibitors to move their entire exhibits out of the exhibit hall by 11:59 pm on Sunday night, the last day of the Show.

18. PRINTED MATERIALS/ADVERTISING/PROMOTIONS:

a. Advertising material may be distributed by the Exhibitor at individual booths. Distribution of such material is prohibited in the aisles of the exhibit hall or any area outside of the individual booths. Upon request, all printed materials, advertising materials or promotions of Exhibitor are subject to review and approval by the MBIA. Theme characters, entertainers, mascots and similar type personnel must stay within the Exhibitor's display space unless otherwise authorized by Show management. Exhibitor shall not produce, market or distribute at the Progressive Novi Boat Show or through any public or private media, any printed material, advertising material or promotional material which, in the sole and absolute discretion of the MBIA, is contrary to the Progressive Novi Boat Show promotions or which negatively impact or are not in the best interests of the MBIA, the Progressive Novi Boat Show , Vibe Credit Union Showplace or the boating industry in general. Violations of such advertising prohibition shall subject Exhibitor to immediate removal from the Progressive Novi Boat Show and Exhibitor shall be responsible for all consequential damages as a result of such advertising or promotion.

b. Exhibitor's advertising and marketing of its participation in the Show in any medium, including but not limited to such activities on Web sites owned or controlled by Exhibitor and elsewhere on the internet, shall comply with all contracts and shall not infringe or otherwise misuse MBIA's trademarks, MBIA's marks, branding and other intellectual property. If, in the reasonable belief of MBIA, (i) Exhibitor's activities infringe on any of the MBIA's Web sites, or (ii) Exhibitor's activities, including Exhibitor's using, without permission, the MBIA marks on Web sites or in domain names, metatags, hypertext links, or any search engine sponsored links or search engine advertising programs (e.g., Google AdWords), are likely to cause confusion, mislead, or deceive, as to the affiliation, connection, or association of MBIA with Exhibitor or its goods, services or other commercial activities, including but not limited to diverting away from MBIA's boat Show Web sites and to Exhibitor's space, the MBIA maintains the right to refuse space to Exhibitor at future boat Shows and to fine Exhibitor for lost revenue resulting from consumer confusion. MBIA's decision on all such matters shall be final.

19. POSTED REGULATIONS: Exhibitor agrees to comply with the Exhibitor Manual and all rules and regulations as the MBIA and the Vibe Credit Union Showplace may publish, post, and/or distribute from time to time during the Show and all federal, state and local ordinances.

20. PAYMENT FOR SPACE AND LIQUIDATED DAMAGES:

a) **Payment in full** pursuant to the terms specified on the enclosed Application & Contract for Exhibit Space is a condition precedent to utilization by Exhibitor of the space reserved herein. An Exhibitor delinquent in making the payments required hereunder or an Exhibitor with a past due balance shall be deemed to have forfeited the space reserved herein as of the date said delinquency occurs or past due balance became due. In the event that the Exhibitor is deemed to have forfeited the space reserved herein, the MBIA, in its sole discretion, may reassign the said forfeited space and retain as liquidated damages the sum or sums paid by Exhibitor prior to

said delinquency occurring or said past due balance occurring. In the event that the Exhibitor fails to fulfill its obligation pursuant to the Application & Contract for Exhibit Space or any amendments thereto, violates the terms or provisions hereof or withdraws from the Show, the MBIA shall retain as liquidated damages any and all sums paid by said defaulting or withdrawing Exhibitor.

b. **Cash and ACH Payment Rebate:** If made by cash, ACH, and/or check, a 8% rebate will be given for each full installment payment received on or before its due date. Rebates are for cash and/or check payments only; credit card payments do not qualify for discounts. All qualified rebates will be paid by MBIA to Exhibitor in March.

c. **Payment/Refunds:** MBIA, in its own discretion, may choose to cancel, delay, or move the 2027 Novi Boat Show. If MBIA cancels the 2027 show prior to February 1, 2027, all deposit money will be refunded to Exhibitor. If the MBIA does not cancel the 2027 Novi Boat Show, the following contract terms apply, unless otherwise decided by the MBIA Board of Directors:

1. If the show is cancelled after February 1, the exhibitor will receive a reduced refund based on the incurred expenses of the MBIA in the production of the show. Exhibitor may maintain the rights to their space for 2028.

21. INSURANCE:

a. Exhibitor shall carry Comprehensive General Liability coverage, including premises, operations, and contractual liability coverage of at least U.S. $1,000,000 for Personal Injury Liability and U.S. $1,000,000 for Property Damage Liability, and shall name the MBIA as an additional insured. MBIA, in its sole discretion, may require additional insurance coverage from any Exhibitor.

b. Exhibitor shall carry Statutory Worker's Compensation insurance as required by the laws of the State of Michigan with Employer's Liability coverage limits of at least $100,000 Dollars.

c. Proof of insurance and endorsement page, satisfactory to the MBIA, must accompany Application & Contract for Exhibit Space and shall be provided upon demand by MBIA. The MBIA must be named as an "additional insured" on your policy and it must state so on the certificate. If the MBIA does not have these items on file proving proper insurance and listing the MBIA as additional insured, exhibitors will not be allowed to move into the exhibit hall until insurance requirements are completed.

22. HOLD HARMLESS AND INDEMNITY AGREEMENT:

a. Exhibitor agrees to indemnify, defend, and save harmless the MBIA, Progressive Novi Boat Show , Sponsors, Vibe Credit Union Showplace, BOCO Enterprises, Inc., TBON, L.L.C., Epoch Enterprises, Inc., and their respective managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim, for personal injury or for property damage or loss of use of property by whomsoever sustained on or about the Exhibitor's display or exhibition space or arising in any manner out of Exhibitor's participation in the Show unless said damage or injury is due solely to the negligence of the MBIA, Progressive Novi Boat Show , Sponsors, Vibe Credit Union Showplace, BOCO Enterprises, Inc., TBON, L.L.C., or Epoch Enterprises, Inc.

b. Exhibitor agrees to indemnify, defend, and save harmless the MBIA, Progressive Novi Boat Show, Sponsors, Vibe Credit Union Showplace, Inc., BOCO Enterprises, Inc., TBON, L.L.C., Epoch Enterprises, Inc., and their respective managers, officers, sponsors, employees, agents, successors, and assigns for loss or damage to the Exhibitor's property utilized in connection with Exhibitor's participation in the Show and the utilization of the marshalling areas.

c. In consideration of being allowed to participate as an Exhibitor at the Show, the Exhibitor acknowledges, appreciates, and agrees that:

I. Participation includes possible exposure to and illness from infectious diseases including but not limited to MRSA, influenza, and COVID-19.

ii. While particular rules and personal discipline may reduce this risk, the risk of serious illness and death does exist for Exhibitor and its staff and customers; and, Exhibitor KNOWINGLY AND FREELY ASSUMES ALL SUCH RISKS, both known and unknown, EVEN IF ARISING FROM THE NEGLIGENCE OF THE RELEASEES or others, and assumes full responsibility for its participation; and,

iii. Exhibitor willingly agrees to comply with the stated and customary terms and conditions for participation as regards protection against infectious diseases. If, however, Exhibitor or any or its employees observe any unusual or significant hazard during presence or participation at the Show, the person will remove himself or herself from participation and bring such hazard to the attention of the nearest official immediately; and,

iv. Notwithstanding anything contained herein to the contrary, Exhibitor, HEREBY RELEASES, HOLDS HARMLESS, AND AGREES TO INDEMNIFY AND DEFEND RELEASEES, WITH RESPECT TO ANY AND ALL ILLNESS, DISABILITY, DEATH, or loss or damage to person or property, WHETHER ARISING FROM THE NEGLIGENCE OF RELEASEES OR OTHERWISE, to the fullest extent permitted by law, arising in any manner out of Exhibitor's participation in the Show and the contraction of an infectious disease by Exhibitor, its employees, or a third party.

23. ENFORCEMENT AND AMENDMENTS: The MBIA shall have the exclusive right to interpret and enforce all rules, regulations and provisions contained herein and the MBIA shall have the right to promulgate such further rules, regulations and provisions as it shall consider necessary for the proper conduct of the Show to include the right to assign space location, reassign or change space location, increase or decrease exhibit space and overall show size, change entrances, change aisles, and change any aspects of the show production. MBIA may cancel the Show either prior to or during the Show Dates and return to Exhibitor all or a pro-rata portion of the advance deposits paid by Exhibitor as Exhibitor's sole and exclusive remedy and MBIA shall have no further obligation to Exhibitor and the Application & Contract for Exhibit Space shall become null and void. By signing the Application & Contract for Exhibit Space Exhibitor agrees to comply with the rules, regulations and provisions of the Application & Contract for Exhibit Space and to further comply with the decisions of the MBIA in the interpretation and enforcement hereof. Notwithstanding anything herein to the contrary, in the event that an Exhibitor is deemed to be in breach of any of the items or provisions of the Application & Contract for Exhibit Space, said Exhibitor shall be subject to immediate removal from the Show and the cost of said removal shall be borne exclusively by said Exhibitor.

24. SEVERABILITY: It is mutually understood and agreed that all terms and provisions contained in the Application are severable and that in the event any of them shall be held to be invalid by any competent Court, this Application shall be interpreted as if such invalid term or provision or covenant were not contained in this Application.

KEEP THIS COPY FOR YOUR FILES.

When submitting an Application & Contract for Exhibit Space, Exhibitor agrees to exhibit pursuant to, and comply with, the Exhibiting Rules & Regulations and the Exhibitor Manual for the corresponding year of the Show. Rules and Regulations are also available at www.NoviBoatShow.com, in the Exhibitor Manual, and from the MBIA.

The Progressive Detroit Boat Show is owned and produced by the
Michigan Boating Industries Association
8625 Richardson Rd., Commerce Twp., MI 48390, Phone: 734.261.0123; 800.932.2628; Fax: 734.261.0880
Web site: www.mbia.org; E-mail: boatmichigan@mbia.org